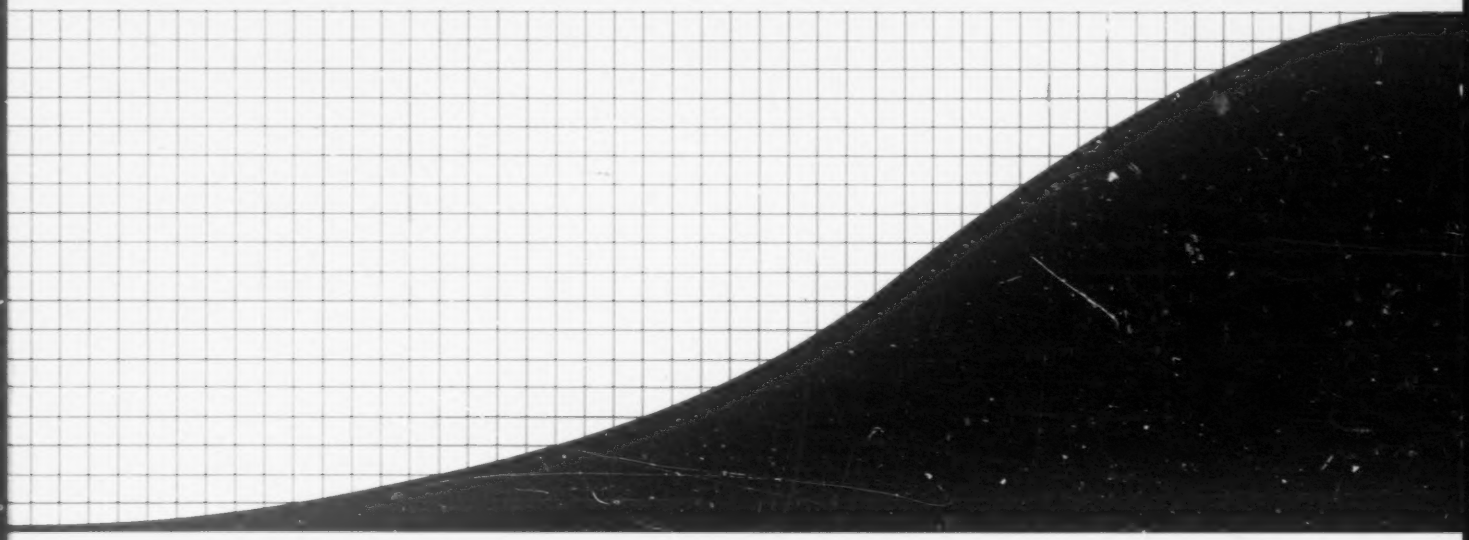
THE HOUSE & GARDEN REPORT



How the Baby Boom Generation is Living Now

THE HOUSE & GARDEN REPORT

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Highlights from The House & Garden Louis Harris Study of college educated men and women 25-40, with household incomes of $20,000 plus.

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This publication is a synthesis of the 164 page House & Garden Louis Harris Study. Crucial findings are presented here to facilitate the understanding of this comprehensive research document. Because of space limitations some tables have been foreshortened or abbreviated. These are marked with the following symbol ◀ Full copies of individual tables are available upon request.

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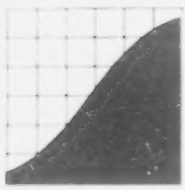


THE OBJECTIVE Ralph F. Timm

The men and women of the baby boom generation constitute the biggest opportunity market in history. For now that they've reached economic maturity and are setting down serious roots, they're providing industry with unprecedented growth market potential.

House & Garden, for several years, has been alerting industry to the impact these men and women are making on the economy. Significantly, the first ad in its campaign defining The Emerging Thirties was headlined "the generation that didn't trust anyone over thirty is turning thirty."

Today, the greatest proportion of these men and women are well into their thirties—that stage of life when both household incomes and responsibilities peak. They have become the consumers industry across the board must look to, as we are, to increase share of market in the Eighties.

However, to be as ready for them as they are for us, it's imperative to understand how the men and women of the baby boom generation are living, thinking and spending now—and what their values and priorities are now.

Countless studies have probed their attitudes about sex, society, jobs, health and sports. But nothing, until now, has focused on the way they're living in their homes.

To learn more about these men and women, we reached out to Louis Harris and Associates. This research firm's long experience in tracking this generation from the time of its adolescence uniquely qualified it to conduct an in-depth study, "How the Baby Boom Generation is Living Now."

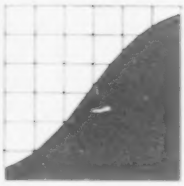
By design, this study is broad and sociological. We neither examined the attitudes, or purchasing patterns, of these men and women toward specific products nor asked them the stereotypical questions about what magazines they were reading. We were reaching for a bigger picture—a view of how they feel about themselves, their lives and their homes rather than how they perceive themselves as consumers. For only with this larger understanding of their values can we all be effectively responsive to this new adult generation.

Finally, with intent, we focused on the more affluent, better educated segment of the market. Because there is no doubt that in the erratic economy we're all facing, the greatest share of business will emanate from those consumers with greater discretionary spending power. House & Garden specified that the sample be conducted among college educated men and women 25 to 40, with household incomes of $20,000 or more. What was most surprising to us, however, was the high proportion who turned out to be post graduates (22%) and the fact that 23% had incomes of $35,000 plus.

The questions have been asked. The answers are in. The findings are illuminating and, I believe, will be of great relevance to those people who are responsible for developing the marketing strategies for the Eighties in every arena of industry.

How these men and women are living now, how they differ from their parents' generation, what money means to them and how they are spending it—it's all there in the following pages of this report. From the deeply insightful overview by Lou Harris to the highlights that chart this generation's feelings about everything from close friends to family, home life to job life, spending priorities to investment priorities.

Ralph F. Timm, Publishing Director,
House & Garden



THE OVERVIEW Louis Harris

In undertaking this landmark study for House & Garden, it was much as revisiting on a systematic basis a generation which has probably been more talked about, written about, and yet as little understood as any in our entire history. The singular penchant of this generation is that it has been raised in perhaps the most turbulent years the United States has experienced, and now, as it becomes the mainstream of life in this country, it faces perhaps the most uncertain of futures.

There has been a lot of research on this generation, but this is the first study that focuses exclusively on its members now that they are beginning to settle down. Our assignment has been to go straight to key elements that now make up the values, lifestyles, and aspirations of these men and women and then to determine what roles they are playing and what contributions they are making in the larger society around them, how their perceived needs can be met, and how their values and needs are being translated into living patterns in their homes.

At base, this study is more sociological than it is marketing-oriented. But in these sociological findings are marketing imperatives. This generation is the new mainstream market. And unless the business establishment of this country is willing to extend itself to comprehend what this generation is all about, then it will have extreme difficulty in understanding how to market to, provide information for, and live with these young people.

This is the baby boom generation. Though these men and women grew up in an era of unprecedented affluence, they came to consciousness in a series of highly traumatic events. They were heavily influenced by the Kennedy phenomenon of the early 1960's, first by the high hopes of his election and then by the shock of his assassination, quickly followed by the assassination of his brother Robert. They were the first generation who felt that they were going to live in a time of emerging racial equality, only to be shocked again by the assassination of Martin Luther King, Jr. They were told that World War II was a good war that promised an era of peace, only to be shocked by the war in Vietnam, which separated the young from their parents.

At the same time, this generation between 25 and 40 was also the first to taste a post-industrial culture, where higher education opened up on a scale never before known in the history of the world, where affluence abounded in a way never imagined by those who started the industrial revolution, where it was literally possible to take the essentials of food, clothing, and shelter for granted, where making it financially was a foregone conclusion.

But this is also the generation that felt it was discovering a whole new culture and lifestyle. Long hair, drugs, dropping out for extended periods, protesting the uptight morality and hypocrisy of their elders, and, above all, their dedication to the new rock 'n' roll music were hallmarks of their existence to these young people. In many ways, their music was particularly special. Not only was the beat different from any heard before, but the words took on real meaning. The soporific romanticism of their parents' music stood in stark contrast to the deep social criticism of Dylan, Lennon, Simon and Garfunkel, and the rest. "Saying it the way it really is" became a byword of an entire generation. "Getting into it" meant a new form of activism, involving one's whole being, psychologically, physically, materially, and above all else, emotionally.

For one thing, these young people talked about replacing a sense of permissiveness they felt their parents had provided for them with a new feeling of living and caring for their fellow men, especially their own generation. The human experience was given the highest priority.

An equally important strain that ran through their lives was that buying objects was both fun and done in abundance. This has been a monied generation from the beginning. Oh, they might have bought some strange things—rock albums, weird articles at head shops, sandals instead of shoes, jeans instead of skirts. But they also were the most dedicated generation ever to the automobile. They condemned the polluted environment their parents had given them, but they could never give up their beloved car, which brought them an unimagined mobility.

In the end, this was a deep and psychological revolt against their supposedly noncaring parents and a patently unjust and unfair outside world, but at the same time it was firmly rooted in the assumption of an affluent and even materialistic existence. The movement toward voluntary simplicity did take a minority of this generation off the beaten path. But underneath it all, the majority somehow knew they could maintain their affluence and postpone the day when they were no longer dependent financially on their parents. They could take the settling down process in their own good time. Getting married, raising children, building a home of their own, taking on responsibility for a family were decisions that seemed far-off and did not need to be reckoned with.

But, now, times have advanced, the years have passed. Now they are either in their thirties or approaching them. Now they are becoming the mainstream adults, the emerging bulwarks of society. And what they are now like, what they are shaping up to be is what this House & Garden study is all about. But where they came from, who

they were, is every bit as important as where they are going and who they now are.

First, in their attitude toward and their relation to the outside world, they are now having an impact, albeit it is almost entirely by what they are *not* doing rather than what they are doing. For some time now, it has been accepted as a given in American political life that young people, especially those under 30, just do not participate in the process as do their elders. Along with minority groups, the young have led the way in nonvoting. These have also been the groups with the highest feelings of powerlessness.

In our House & Garden survey, this central fact jumps out and hits us right between the eyes. Only 3% say they are most satisfied with the political leadership the country has come up with, while a massive 72% say they are least satisfied with this pivotal dimension of a democratic society. Only a small 3% say their being active in community affairs is a high priority for them.

In an even more intimate way, this dour and even turned-off view of the outside world has vitally affected their expectations and desires about having children. Only 7% are most satisfied by the kind of world their own children will inherit, while a much higher 57% say they are least satisfied with this prospect. While on most counts they think they are better off than their parents, by better than 4 to 1, most think they are *worse off* in assessing the kind of world their children will inherit. By 54-36%, a majority feel that "if things keep going the way they are, today's children will never have as good a life as we are having."

The irony, of course, is that along with their detachment from the power structure, they are also deeply concerned about the tenuous energy situations, the threat of nuclear war, pollution, discrimination, overpopulation, inflation, and the lack of a sense of community across the nation, among other broad issues.

If these are some of the things that are turning the baby boom generation off, our survey found many things that are turning its members on. They are determined, as they were ten to fifteen years ago, to establish their own way of life that they hope can be an example for the generations that follow them. This generation still feels it is unique and different. The men and women in it know they start from a more affluent base than their parents did and are fully prepared to take advantage of the explosion in information technology that can be vastly more convenient to them as well as opening up whole new vistas for them to explore. They are aware of their having had more freedom than other generations to speak out, to question traditional ideas, to be less prejudiced, to be more openminded. They know that their generation is better educated and that they have a much wider choice of what to do with their lives than those who preceded them did. They feel that more options for the use of leisure time are there, that more variations in living arrangements have opened up, and that they can do many things more easily than other generations could.

And, being both more self-critical than others before them, worrying far more about their own self-image than about what others think of them, they are also open and even blunt about some of the baggage they have assembled along their way to growing up. They are quite frank about their problems with drugs and alcohol, with peer group pressures for fast lifestyles, with the proliferation of choices they are confronted with, with conflicts between motherhood and having a career, and with pressures from the women's movement to be cast in roles of advocacy they haven't necessarily opted for. In the economic area, they are painfully aware of how inflation can eat them up alive, high interest rates can kill the housing market, unemployment can severely cut down their job opportunities, and the uncertainty of the economy can rob them of the chance to build up economic security.

Yet, rarely has a generation been both introspective about itself and highly outgoing. Indeed, perhaps above all else, these men and women cherish the fact that they deeply appreciate what it means to interact with the rest of the human race and to share experiences with their fellow beings. Over and over again in this House & Garden survey, their top priorities are stated and reiterated: "having good, close friends," "having a good family life," and "having a strong and close relationship with someone."

Above all else, this generation is oriented toward a deep sense of humanism. People relationships are critical. Sensitivity to others and caring for others is its primary article of faith. And this deep caring about and sensitivity to other human beings is viewed as the single most important criterion not by which this generation cares to be judged, but, much more important, by which it insists on judging itself.

In turn, this deep sense of personal commitment to others close to them, along with the radically altered set of priorities for the use of their time, has led to another basic change these young people feel they are bringing to society: the new concept of sharing. In seeking out intense and positive interpersonal relationships, they are fundamentally saying they are living out a deep commitment to share experience with others. A basic given among them is that shared experience is the heart of what living is all about.

Nor is this sense of sharing just an emotional feeling. It is quickly translated into a whole host of highly practical and pragmatic decisions they have already made. It is now a growing given with this generation that the experience of working for a living will be shared, every bit as much as enjoyment of deep and close personal relationships will be shared. Not the least of this is the fact that they are fast making the dual-income, working-woman household the norm. For example, only an even 50% say the man is the head of the household in which they live. For the rest, the top responsibilities of running the home they live in are shared.

The significance of this sharing propensity we found in this House & Garden survey is that it has totally altered the traditional roles of men as the breadwinners and women as the homemakers

beyond recognition. A startling 69% of this generation report that both adult members of the household are working full or at least part time. These findings mean that manufacturers and advertisers are going to have to cut men into the traditional provinces of women and, in turn, cut women into the traditional provinces of men.

This new sharing of work and pleasure—along with growing numbers of women in the workplace—means that this baby boom generation is facing some hard decisions about having babies itself. On the surface these men and women seem quite committed to having children. 72% of the cross section report having one or more children. Yet doubts about having and raising children are probably greater among this generation than among any other in American history.

This generation rejects the notion that an either-or choice must be made between a career and having children. And a resounding majority reject the proposition that "having children is a full-time reponsibility; it's wrong for both parents to work."

These findings also mean that the experience of family life and how homes are run, organized, and designed will be shared. Categorically to these young people it is not true that a home is simply a pad where you go to get a night's sleep and eat most of your meals—simply a convenient place from which to go to work, but not a place to have fun. They might have felt that way about their parents' home when they were growing up. But they do not take that view of their own home.

The irony is that the once highly mobile, non-materialistic men and women of the baby boom generation are beginning to settle down, and to a considerable extent, home is their center of gravity. A full 82% believe that owning a home of one's own is still one of life's most important goals. And a substantial 80% already own their own house or apartment.

Equally significant is the fact that at this moment in time they would prefer to stay put and improve the homes they are living in. By 68-28%, the young people interviewed in this House & Garden survey say they would prefer to make improvements in their current home than to move to a new house or apartment.

But the most important implications in these findings stem from this generation's time priorities within the home and from its home aspirations. As interpersonal relationships with family and friends have become a central focus, the home and the role it plays in fostering interpersonal relations have taken on added significance. A majority of these young people would prefer to spend time and money to make their home attractive and pleasing, rather than simply having a comfortable home and giving less emphasis to how it looks. Similarly, the majority would prefer to live where they could have the kind of home they wanted, even if it meant long commuting time.

These sentiments and other evidence from this House & Garden survey indicate that having a home is centrally important to this generation.

As interesting a part of this entire home-owning picture with this generation is another key fact: 75% say that "a home is one of the best financial investments you can make," even though the mortgage rate was hovering between 12–15% at the time this survey was conducted and the prospects for new housing were anything but bright.

In fact, it can be stated categorically that this generation is more investment-oriented than any other to come along in the nation's history. One of the curious marks of the 1960's is that teenagers then insisted that they wanted to have their own money to spend the way they wanted. Today, having had access to money all their lives, for most, their propensities have now turned to the sophisticated world of investment. While it might surprise their parents, they have become earnest students of how to manage money and build up equity to boot. And, what is more, they want to make these decisions themselves.

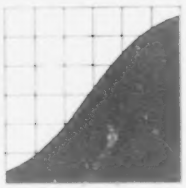
They also cite as important to them many specific products which most of their parents might have wanted but rarely acquired: a dishwasher, a separate food freezer, a microwave oven, cable TV, a toaster oven, an automatic icemaker, a home security system.

They also want to involve themselves personally in doing things around their house, especially in making improvements and in decorating. And they may have been raised on TV dinners, but they fancy themselves, especially the men, as gourmets—albeit they still want the fast-food place available when the pressures of work and their social life converge.

Time is a critical element with these young people. After all, they have to pack into a normal day a full stint at work, much loving and tender care for their offspring, interpersonal relations with relatives and friends, participation in the arts and crafts (a burgeoning area of interest), and last but not least, constant improvement on the home in which they live.

For them, life is essentially a positive experience. They are confident they can cope with the pressures. Their top priority is the human condition, both for themselves and for those they care about. They turn out to have a deep sense of obligation to what they feel is the life pattern of the future. Their full impact in the community and where they work has not yet been felt. And when that happens, watch out. For they will advocate change as they know it, with full compassion for other human beings, equal justice and opportunity, a better environment, an economy that can grow without destroying the quality of life experience for their children's generation. In a very basic sense, they are the face of America's first post-industrial generation, born after a great war, in the crucible themselves in the 1960's, and still determined to make a better world for all who live in it. But now, they are proving they can couple applied energies not only to earning bread, but to getting their own chores done, and they so deeply believe in their values that they truly want caring for fellow beings to be a categorical imperative for all to emulate.

Louis Harris, Louis Harris and Associates, Inc.



THE HIGHLIGHTS

- The men and women of the baby boom generation are moving into the mainstream and they're the future of what the American mainstream is going to be all about.
- They're reaching for a better quality of human experience. They count having good close friends and a close family life as their top priorities. And a high 70% express greatest satisfaction with the quality of the relationship they have with their spouse or the person with whom they live.
- They're dominated by a basic condition of life—their own higher education, runaway inflation and the dominance of working women. And they're adapting to it with a new set of values and lifestyles. The women, as well as the men, expect to balance having careers with having children.
- Both the necessity and the desire to work have blurred the lines between who's doing what in the home. These men and women are sharing the pleasures, as well as the responsibilities, on a more equal footing.
- Depression shaped their parents. Affluence sprung them loose. They're the first mass market in history with the luxury of being able to establish the way of life they want to live. And 51% believe they're better off than their parents were in being able to do so.
- They think their family relationships are better than their parents because nobody gets "stuck." A high proportion of the men and women interviewed are sharing incomes, decorating decisions, cooking, cleaning, gardening and shopping for food and major household products.
- The majority of these men and women are already married and have children. Contrary to general opinion, marriage is certainly not as dead as supposed. Variant lifestyles make the news but not the statistics.
- They're sure the world they're inheriting is worse than their parents was but they're sure that they can make it better.
- They think they are better off than their parents in the satisfaction they're getting out of their jobs. Their view of their parents' work was that it was all absorbing to the exclusion of everything else.
- Initially, both men and women start working to make money. But, once in the work force, women get "hooked" on working. 51% say that what sustains them on the job is self-fulfillment. 25%, interaction with other people. They're no longer willing to see the world through the eyes of other people.
- They're making the dual-income family the norm. An astonishing 66% of families with children have two people working full or part time. And 72% of those couples who are childless have two full-time workers.
- They have a new attitude about children. The majority are convinced that both parents can pursue serious careers and successfully raise children at the same time.
- While there would appear to be a real crowding out of children, 72% of those interviewed already have them. What they're really saying is, "If I can't do it right, I'd rather not have them. But, if I am going to do it, I'll do it right."
- Home is the center of gravity to the men and women in the baby boom generation. 82% believe that owning one's own home is one of life's most important goals. And an astonishing 80% of the people who were surveyed have already achieved it.
- They're the most investment oriented generation in history. Given an extra $100 a week, 61% would save or invest it. And 75% consider a home the best investment they could make.
- This generation is a money management-oriented group, with all the sophistication required to become investors in real estate, stocks, bonds, savings certificates, money funds, stamps, coins, art and antiques.
- They're ushering in a new kind of materialism in which they're less interested in the sheer weight of acquisitions. What they're demanding are those products and services that function to enhance the quality of their lives.
- The time they have the least of is the time that they care the most about. Given an extra 10 hours a week, the majority would spend more time with their families and friends.
- While they're deeply concerned about the world they think their children will be coming into, they're concentrating, right now, on those aspects of their lives over which they feel they have some control. And are putting the building blocks of their careers, their homes and their own human relationships in order.
- They think they have more options and that this is a critical condition for life.
- They believe they have more freedom—to speak out, to reject peer pressure—more independence, a society with less prejudice and a more open-minded environment.

1

"This generation feels it is unique and different."

A SENSE OF UNIQUENESS

Findings The baby boom generation by 53-43% thinks it is unique. A belief especially held by those men and women who are younger (25-29), those who are single and live alone or with a mate and those who live in the West.

Contributing to this sense of uniqueness are the advantages and disadvantages they perceive in being a member of their generation at this moment in time. 58% feel they are enjoying a better quality of human experience—the emergence of women's rights, the advances of modern technology and medicine, greater enlightenment. 35% believe they have better education and more career choices and opportunities. 29% cite the freedom to be themselves and speak out for what they believe in. While 27% see themselves as having greater material comfort. Conversely, they view themselves as facing disadvantages other generations escaped—social problems (52%), material and economic problems (41%), outside world problems (41%).

When asked to compare themselves with their parents at the same age, in all but two instances they felt they were "better off." Better off in being able to establish a way of life they want (51-5%). Afford their own home or have the kind of home they want (37-17%). Achieve a balance of life between work and leisure (35-8%). Find job satisfaction (29-5%), time for pleasurable activities (35-7%), time to spend with family and close friends (21-10%). Where they believe they're "worse off" is in the political leadership of this country (45-5%) and in the kind of world their children will inherit (39-9%).

Table 1-1 Uniqueness of the "baby boom" generation

Question *Some people feel there is something special or unique about their generation that sets it apart from others. Other people believe that while there may be some superficial differences, basically their generation is no different from others living today. How do you feel about your generation—is it special or unique in some way, or is it basically no different from other generations living today?*

		Age			Living Arrangement					Region			
					Single			Married					
	Total	25-29 Years	30-34 Years	35-40 Years	Alone	With mate	With nonmate	With children	No children	East	Mid-west	South	West
BASE	1216	382	434	397	48	53	142	798	167	333	386	259	238
Special or unique	53%	58%	53%	48%	60%	66%	58%	51%	53%	47%	52%	54%	62%
Basically no different	43	40	42	47	35	28	36	45	46	48	44	43	34

Table 1-2 Comparison with parents on quality-of-life concerns

Question *Please look at the list again and tell me for which of the concerns you are generally better off than your parents were at your age? What else?*

Question *And for which are you generally worse off than your parents were at your age? What else?*

	Better off than parents	Worse off than parents
BASE	1204	1186
Being able to establish the way of life you want	51%	5%
Being able to afford your own home and being able to have the kind of home you want	37	17
Your purchasing power	37	26
The time you have for pleasurable activities	35	7
The balance in your life between work and leisure	35	8
The satisfaction you get from your job	29	5
The time you are able to spend with family or close friends	21	10
The quality of your relationship with your spouse or the person you live with	19	4
The kind of world your children will inherit	9	39
The political leadership in this country	5	45

Table 1-3 Advantages of being in this generation

Question *Regardless of what you think about the differences between generations, what would you say are the most important advantages or good things about being in your generation at this time? What else?*

BASE	1206
QUALITY OF LIFE	58%
Scientific/technological advances, modern technology available	21
Women's rights, career opportunities for women, breaking traditional sex roles	12
Medical discoveries/advances, modern medicine, new cures	11
OPPORTUNITIES	35
Better education/accessibility of education	22
More/better career opportunities, choices	20
FREEDOM	29
More freedom/freedom of choice/freedom to be more outspoken	9
Society is more tolerant/less critical, freedom from restrictive traditions, less peer pressure	6
MATERIAL COMFORT	27
Good/better standard of living, more money available, increased buying power/affluence	14
Availability of modern conveniences/appliances	8

Table 1-4 Disadvantages of being in this generation

Question *What are the disadvantages or special problems that you and your friends have to face that other generations didn't have to face when they were your age? What else?*

BASE	1204
SOCIAL PROBLEMS	52%
Drugs, alcohol	15
Pressures from fast lifestyles, anxieties, daily tension, stress, fragmentation	11
Lack of morality, changes in social values (e.g., sexual revolution), laxity in morals	8
Problems with raising kids in present climate (e.g., drugs, too much freedom, peer pressure, immorality in media)	8
Decline of family unit, decentralization of family, confusion of family roles/responsibility	7
Too many choices/decisions/complexities that come with freedoms	6
Social pressure (e.g., to have the "best," to conform)	5
Lack of spirit, general disillusionment/boredom/complacency, no pride in work/self-discipline	5
MATERIAL AND ECONOMIC PROBLEMS	41
Inflation, cost of everything going up (e.g., interest rates)	28
Coping with economic pressure, have to work hard to make ends meet, no chance for leisure time	10
Lack of job opportunities, harder to get established than previous generations, too much specialization	9
OUTSIDE WORLD PROBLEMS	41
Energy crisis, cost of oil, dependence on foreign oil (OPEC)	9
Threat of nuclear war/world war, fear of calamity	6
Pollution, chemical pollution, pollution of resources (air, water, land)	6
Massive overpopulation, cities overrun with people, congestion	5
Fragile/uncertain world situation, conflicts between nations (e.g., Iran)	5

Observation By and large, members of this generation are quite confident that they have found new dimensions of living and a set of values that allow them to enjoy their lives more than they think was the case with their parents. This is an essentially positive and upbeat group of young people that clearly feel that the really unique and positive aspect of their lives lies in the heightened quality of their personal experiences, which makes things worth it all. They feel they have adapted to the changing outside world, most particularly to the range of choices they have and the freedom they enjoy to pursue their own thing.

2

"Home is their center of gravity."

THE IMPORTANCE OF HOME

Findings

The baby boom generation (82%) is convinced that owning one's own home is still one of life's most important goals. And an astounding 80% of them have already achieved it. Their sophisticated approach to home ownership comes through in four of the "very important considerations" they list in buying a house. The quality and care with which the house is built (94%). A reasonable rate on the mortgage (84%). The efficiency of heating (80%). The cost and trouble of maintenance and repairs (70%). And a huge majority feel they've found the answers to these needs in the homes they live in now.

But whether they're owners or renters, these men and women are eager to maintain their roots. Having relocated an average of 2.6 times in the past five years, at this point they'd rather stay put and improve their homes (68%) than move (28%).

The reasons for this become obvious when their perceptions of home are tallied. 92% believe their present house or apartment provides them with "a sense of peace of mind." 91%, "a place you can really call home." 84%, "a proper environment in which to raise children." 79%, "a feeling of really having roots somewhere." 78%, "a real feeling of privacy." Only 36% look upon their house or apartment as a sign of having made it. Yet 65% agree that the place you live in is one of the most important things people judge you by.

Table 2-1 Attitudes toward home and family life ◀

Question *Please tell me whether you agree or disagree with the following statements.*

BASE	1218		
	Agree	Disagree	Not sure
Owning your own home is still one of the most important goals in life to work toward	82%	17%	1%
People judge you by many things, but one of the most important is the kind of place you live in	65	34	1
A home nowadays is a place to take a break, do things in private, but is not where most of the action in life takes place	43	56	1

Table 2-2 Living unit

Question *Now, do you own a house, rent a house, rent an apartment, or own an apartment or condominium?*

BASE	1215
Own a house	78%
Rent a house	8
Rent an apartment	9
Own an apartment or condominium	2
Other (vol.)	4
Not sure	—

Table 2-3 Considerations in buying a home

Question *Now let me ask you about some things that some people say are important considerations in buying a house or an apartment. For each, tell me if that is a very important consideration, only somewhat important, or not an important consideration to you in buying a house these days.*

BASE: 1216	Very important	Only somewhat important	Not important	Not sure
The quality and care with which the house is built	94%	6%	*	—
A reasonable rate on the mortgage	84	14	1%	1%
The efficiency of heating	80	17	3	*
The quality of available schools	77	13	9	1
A lack of racial tensions in the neighborhood	73	23	4	*
The cost and trouble of maintenance and repairs	70	26	3	1
The appearance of the house or apartment	68	30	2	*
The safety of the home from break-ins	68	28	4	*
The chance to make a good profit on resale	55	33	11	1
Easy access to work	53	40	7	*
Low state and local taxes	52	40	7	1
Having people like yourself in the neighborhood	51	39	9	*
A large amount of interior space	48	48	4	*
A large amount of outside space	40	50	10	—
Good local recreational facilities	38	47	15	*

*Less than 0.5%

Table 2-4 Own house or apartment

Question *And how would you rate your own house or apartment in terms of (read each item)—excellent, pretty good, only fair, or poor?*

BASE: 1195	Positive**	Negative***	Doesn't apply (vol.)	Not sure
A lack of racial tensions in the neighborhood	93%	4%	2%	1%
The quality and care with which the house is built	86	13	*	*
The appearance of the house or apartment	83	16	*	*
Easy access to work	84	14	2	*
Having people like yourself in the neighborhood	82	16	1	1
The chance to make a good profit on resale	78	7	14	1
The quality of available schools	77	14	5	4
The efficiency of heating	74	23	*	2
The cost and trouble of maintenance and repairs	73	19	8	1
A large amount of interior space	73	26	*	*
The safety of the home from break-ins	72	27	*	*
A reasonable rate on the mortgage	71	14	14	1
Good local recreational facilities	71	28	1	1
A large amount of outside space	67	32	1	—
Low state and local taxes	53	34	11	2

*Less than 0.5%.
**Positive = all 'excellent' *and* 'pretty good' responses.
***Negative = all 'poor' *and* 'only fair' responses.

Table 2-5 Making new improvements on an apartment or home

Question *People have different priorities for the way they spend their time and money. I'm going to read you some pairs of statements, and for each pair I'd like you to tell me which statement comes closer to describing where you are likely to place your priorities in the years ahead.*

		Household composition				
		Single		Married		
	Total	Alone	With mate	With non-mate	With children	No children
BASE	1217	48	53	142	798	169
Moving to a new house or apartment or	28%	38%	45%	41%	23%	31%
Making improvements on the house or apartment you have now	68	56	45	51	74	66
Neither (vol.)	2	4	6	5	1	1
Not sure	2	2	4	4	1	2

Table 2-6 Perceptions of own home

Question *Now, do you feel that your house or apartment (read each item)?*

			Married	
	Total	Single	With children	No children
BASE	1217	186	797	169
Provides a sense of peace of mind	92%	89%	94%	88%
Provides a place you can really call home	91	80	94	87
Provides the proper environment in which to raise children	84	52	94	69
Provides a feeling of really having roots somewhere	79	65	83	76
Provides a real feeling of privacy	78	70	81	75
Is one of the best financial investments you can make	75	42	82	79
Is a sign of having "made it"	36	32	36	42

Observation Having a home is centrally and critically important to this generation. As a group, these men and women are not only heavily home-oriented, but home prideful. They view home as the place where most of the action in life takes place. And they want to live in environments that foster personal as well as family pleasure and growth. A vast majority feels this can best be accomplished by owning homes of their own. A substantial 80% of those interviewed already have achieved this in comparison with 65% of the total U.S. population.

3

"Virtually no area of making things work in the family is any longer the sole prerogative of a man or a woman."

A NEW SHARING

Findings

The baby boom generation is a work-committed group. Not only are 95% of the males employed, but 72% of the women are. The two-paycheck home is especially prevalent among those households with annual incomes of $35,000-$50,000, with 59% having two or more full-time workers. In fact, only 31% of all households maintain the traditional mode of only one full-time breadwinner. Indeed, in families with children, 66% have two or more members working at least part time.

This new commitment to work of vast numbers of women is creating a tremendous shift in home relationships. Only 50% of the sample designated the man as head of household. While a substantial 39% say the job of head of household is shared by the man and the woman. And 7% report the woman serves that role.

But the change in household relationships goes far beyond this basic change in roles. Sharing responsibilities and privileges has become the prevailing pattern. A huge 72% report that all decisions on how money is spent in a household are shared between spouses or mates. An even higher 75% report that when shopping for furniture and major household items, the decisions are totally shared. 62% report that decorating decisions are shared, 53%, yard or garden work, 47%, painting and minor repairs, 45%, cleaning the house, 37%, paying bills and keeping records, 37%, shopping for food, 35%, cooking. And in what might be considered an amazing reversal of traditional roles, 42% of the men are involved in cooking on a regular basis.

Table 3-1 Employment status

Question *Are you currently employed full time outside the home, part time, or are you not employed?*

		Sex		Education			Living arrangement				
							Single			Married	
	Total	Male	Female	Some college	Four-year college	Post-graduate	Alone	With mate	With nonmate	With children	No children
BASE	1214	600	614	635	313	264	48	53	142	794	169
Full time	70%	93%	47%	64%	71%	83%	98%	83%	76%	63%	84%
Part time	14	2	25	15	14	8	—	6	10	17	7
Not employed	16	5	28	20	14	9	2	11	14	20	9

Table 3-2 Workers in the household

Question *Including yourself, how many people in this household work full time?*
Question *And how many work part time?*

		Income			Living arrangement				
					Single			Married	
	Total	$20,001–$35,000	$35,001–$50,000	$50,001 and over	Alone	With mate	With nonmate	With children	No children
BASE	1144	854	201	71	37	52	133	752	163
Two or more full time	45%	41%	59%	49%	—%	67%	62%	36%	72%
One full, others part time	24	25	17	18	—	19	12	30	13
One full time only	31	33	23	31	97	13	20	34	15
More than one part time	*	*	—	—	—	—	—	*	—
One part time only	*	*	*	—	—	—	3	—	—
None	*	*	—	1	3	—	3	—	—

*Less than 0.5%.

Table 3-3 Head of household

Question *Which letter on this card best identifies the head of this household?*

		Living arrangement			
		Single		Married	
	Total	With mate	With nonmate	With children	No children
BASE	1217	53	142	797	169
Male	50%	21%	13%	59%	38%
Female	7	13	25	3	2
Head of household duties shared equally	39	66	26	37	60
Your parent(s)	4	—	32	*	—
Other (vol.)	*	—	3	*	—
Not sure/refused	*	—	1	—	—

*Less than 0.5%

Table 3-4 Person in charge of expense decisions
Base: More than one income earner in household

Question *Even with more than one income, a household still has to decide where to spend its money. In your household who decides where the money is spent—you, your partner, both of you together, or do you each decide where your own salary goes?*

		Head of household			Living arrangement			
					Single		Married	
	Total	Male	Female	Shared	With mate	With nonmate	With children	No children
BASE	769	340	35	348	45	97	486	137
Male	6%	9%	3%	3%	2%	5%	7%	2%
Female	7	6	26	5	4	7	7	4
Both	72	77	43	78	64	12	82	83
Each decides where own salary goes	13	8	26	14	27	59	3	10
Other (vol.)	2	*	3	*	2	15	*	—

*Less than 0.5%

Table 3-5 Responsibility for various household chores

Question *For each of the following household activities, please tell me whether you mainly do it yourself, whether other people in your house generally do it, whether the activity is generally shared with others, or whether you use outside help.*

BASE: 1216	Shared	Male	Female	Outside help	Not applicable (vol.)	Not sure
Shopping for furniture and major household items	75%	7%	16%	—%	2%	*%
Decorating decisions	62	7	30	*	1	—
Yard or garden work	53	25	11	4	6	*
Painting and minor repairs	47	39	8	5	1	*
Cleaning house	45	6	46	3	*	—
Paying bills and keeping records	37	26	37	*	*	*
Shopping for food	37	9	54	*	*	—
Cooking	35	7	58	*	*	—

*Less than 0.5%

Table 3-6 Person in charge of cooking

Question *For this household activity, please tell me whether you mainly do it yourself, whether other people in your house generally do it, whether the activity is generally shared with others, or whether you use outside help.*

		Living arrangement		
			Single	
	Total	Married	With mate	With nonmate
BASE	1216	839	53	142
Shared	35%	33%	57%	44%
Male	7	2	10	21
Female	58	65	32	35
Outside help	*	*	2	—
Not applicable (vol.)	*	*	—	1
Not sure	—	—	—	—

*Less than 0.5%

Table 3-7 Reasons for preferring to work
Base: Working

Question *And what would you say are the main reasons you would prefer to be working outside the home rather than not working right now?*

		Sex	
	Total	Male	Female
BASE	793	431	362
ECONOMICS	49%	51%	47%
Economics, financial, money, income, to make money	28	28	28
To support myself/make a living/survive/eat/pay my bills, I can't afford to stay home	9	12	6
I like the extra income, the money helps	8	3	14
To provide for/support my family	7	11	1
SELF-FULFILLMENT	48	46	51
I like/enjoy my work, interested in my job	21	21	20
Self-satisfaction, self-worth, fulfillment, gratification, feeling productive	19	19	19
Challenge, my job is challenging	6	6	6
Personal growth	4	4	4
Mental/intellectual stimulation	3	1	5
Outside stimulation, for interests outside the home	3	1	4
I would get bored not working/like to keep busy, I wouldn't know what else to do	19	21	16
INTERACTION OUT OF THE HOME	16	9	25
I enjoy interacting/meeting with people, having social contact	10	5	15
Getting out/away from the house	5	3	8
I need an outside activity besides the kids and the household	2	1	4
I feel I am contributing something/doing something beneficial, helpful to others	5	6	5

Observation It is abundantly clear that the days of the husband in the family being the breadwinner and the wife tending to chores in the household are just about finished as far as this generation is concerned. The growing preference is for both men and women to work and share a home life. A decisive change which is having many radical implications for the way life will be lived in the future since it has given rise to a new ethic of sharing household responsibilities that were formerly clearly delineated between man and woman. It also means that the character and nature of decision making has taken quite a radical turn, which most purveyors of services and products have not fully recognized in the messages they beam to this generation.

4 THE EMPHASIS ON RELATIONSHIPS

"Sensitivity to others and caring for others is their primary article of faith."

Findings. The baby boom generation considers people relationships critical. Oriented toward a deep sense of humanism, its members list as three of their top priorities: "having good, close friends" (46%), "having a good family life" (41%), and "having a strong and close relationship with someone" (32%). The runaway preference in what to do with extra time is to spend more of it with their loved ones and their friends (53%).

Far and away dominating the lives of these men and women are their interpersonal experiences. What they're most satisfied with in their personal lives is the quality of relationship they have with the person with whom they live (70-5%). Next comes having a comfortable circle of family and friends (63-3%). And finally 52% are very pleased they have found a way to spend time with their family and friends, with no more than 11% expressing dissatisfaction.

Table 4-1 Satisfaction with various concerns

Question *Here is a list of concerns that can affect people's lives. In terms of the ways they affect your life, with which of the concerns on this list are you personally most satisfied?*

Question *And with which are you personally less satisfied?*

	Most satisfied	Least satisfied
BASE	1215	1204
The quality of your relationship with your spouse or the person you live with	70%	5%
Having a circle of family and friends that you feel comfortable with	63	3
Being able to establish the way of life you want	61	12
The time you are able to spend with your family or close friends	52	11
The satisfaction you get from your job	43	10
Being able to afford your own home and being able to have the kind of home you want	41	21
The time you have for pleasurable activities	36	15
The balance in your life between work and leisure	35	17
Your purchasing power	18	47
The economic outlook for yourself and those close to you	16	44
The time you have to spend doing things that are just plain chores	16	18
The kind of world your children will inherit	7	57
The political leadership in this country	3	72
None (vol.)	*	9
Not sure	—	*

*Less than 0.5%

Table 4-2 Most important priorities at this stage of life

Question *Here is a list of things that some people consider important in life. If you had to choose just five that you consider the most important to you at this stage of your life, which five would these be?*

Living arrangement		Single			Married	
	Total	Alone	With mate	With nonmate	With children	No children
BASE	1213	48	53	140	796	169
Having good, close friends	46%	48%	38%	51%	44%	50%
Having a good family life	41	10	17	16	51	31
Having enough economic security to live comfortably	39	15	30	32	44	36
Having and raising children	34	8	8	16	41	32
Having a strong relationship with someone	32	46	47	42	26	41
Using your mind and abilities	32	42	49	27	31	34
Having full control over your time	22	27	30	21	22	21
Being physically fit	21	19	26	19	19	28
Having a good self-image	20	17	17	18	21	19
Using your creative talent	17	19	26	24	16	18
Attaining spiritual peace	17	13	11	16	18	17
Traveling and seeing a lot of the world	15	27	21	21	13	19
Being independent	14	29	13	24	12	13
Attaining self-fulfillment	14	25	13	21	12	14
Rising to the top of a career or profession	14	21	19	21	11	18
Being in a stable environment	13	6	8	8	15	15
Being productive in your job	11	10	8	15	10	12
Having an active sex life	10	19	13	9	10	10
Contributing to society	10	13	8	11	9	12
Having the respect of others	9	4	15	9	10	7
Living in a nice home	9	10	6	9	9	9
Becoming better educated	9	13	11	12	8	7
Being active in sports or outdoor activities	8	4	6	8	9	6
Having a lot of leisure time	7	6	11	8	7	7
Being involved in things that are new and changing	7	15	9	6	7	5
Knowing your strengths and weaknesses	6	4	4	6	7	5
Making a lot of money	6	15	9	6	5	5
Being able to afford many of the material possessions and luxuries of life	4	2	8	5	4	2
Being active in community activities	3	2	—	2	3	4
Having an active social life	2	10	6	5	1	2
Being attractive	2	2	—	6	1	—
Making a good impression on others	1	—	2	2	1	1
None (vol.)	*	—	—	1	*	—
Not sure	*	—	2	—	—	—

*Less than 0.5%

Observation This generation obviously gives a top priority to its human relationships, but also expresses high satisfaction with the way these are working out. It is patently apparent that the quality of relationships these men and women have with those close to them, their deep desire for a comfortable circle of friends, their capacity to find the time to spend with them, and their sense they are achieving the type of lifestyle they want—all are measures by which members of this generation assess the quality of their lives. Equally obviously, they think they are the first generation in recent times to make breakthroughs on these human dimensions.

5

"A home without children can be equally fulfilling as one with children."

THE ATTITUDE TOWARD CHILDREN

Findings

The baby boom generation seems, on the surface at least, to be quite committed to having children. 72% of the people interviewed have one or more. A figure not far below the 2.33 they view as the ideal number, but a sharp contrast to the 3.53 their parents had.

However, when probed on their attitudes about the importance of children, an amazing 43% held that children were not vital to the family structure. A position supported primarily by women (47%) and 25-29 year olds (49%). Women again (43%) led in the belief that a home without children could be as fulfilling as a home in which there were children.

The strong career motivation of women is obviously having an impact on family size. Yet, by 66-26% these men and women reject the idea that "having children is a full-time responsibility, and it is wrong for both parents to work." Furthermore, by 55-41% they think working parents can "give their children the attention they deserve."

And these baby boomers (56%) approach child rearing in a different manner than their parents did. 40% believe in raising their children in a "less strict atmosphere." 34% spending more time with them, communicating with them more, being more involved in their activities, showing more affection and love for them, demonstrating more concern for them. At the same time, they demand more from them. Today's children share the responsibilities of cleaning up (93%), kitchen and meal duties (46%), and outdoor work (41%).

Table 5-1 Attitudes toward children among parents
Base: Have children

Question *Please tell me if you agree or disagree with each of the following statements.*

		Sex		Age			
	Total	Male	Female	25–29 Years	30–34 Years	35–40 Years	Female head of household
BASE	873	410	463	178	340	353	60
Before I had children, I did not realize how much I would have to give up in order to raise them as well as I would like to							
Agree	53%	51%	56%	57%	54%	51%	62%
Disagree	45	46	44	40	45	47	38
Not sure	2	3	1	3	1	2	—
A home without children can be as equally fulfilling as one with children							
Agree	39	34	43	40	41	36	47
Disagree	56	61	52	57	54	58	47
Not sure	5	5	5	3	5	5	7
A family isn't really a family without children							
Agree	54	59	50	51	50	60	35
Disagree	43	38	47	49	46	37	57
Not sure	3	3	3	1	4	3	8

Table 5-2 Attitudes toward children

Question *Please tell me whether you agree or disagree with each of the following statements.*

BASE	1216		
	Agree	Disagree	Not sure
If things keep going the way they are, today's children will never have as good a life as we are having	54%	37%	8%
Working parents can't give their children the attention they deserve	41	55	4
These days parents aren't as willing to sacrifice for their children as parents were in the past	42	53	5
Having children is a full-time responsibility; it's wrong for both parents to work	26	66	8
You should work hard when you're young and put off having children until you have time and money to raise them properly	28	65	7
With good day care centers and/or housekeepers, both parents can work full time and raise children at the same time	65	29	7
It's best to have children early, so you have some time left to yourself after they grow up	44	46	10

Table 5-3 Ways respondent would raise children differently
Base: A little bit of both/differently/not sure ◀

Question *In what ways (would you raise/are you raising) your children differently from the way you were raised?*

BASE	687
LESS STRICT	40%
Being less strict, more liberal atmosphere	13
Being less protective, they are allowed to be more independent	9
I give them more freedom	8
Allow them to make decisions/think for themselves	7
GIVE MORE ATTENTION	34
Spend more time with them, give them more attention, get closer to them	15
Better communication/better understanding of their needs and problems	11
Get more involved in their activities, more family activities	8
Show them more affection, express more love	7
Expose them to more/better education	9
They get more discipline than I did, I'm stricter/less permissive	8
Give them more material things/more luxuries, they have more	7

Table 5-4 Tasks assigned to children
Base: Children share responsibility ◀

Question *What particular responsibilities or tasks do they share in?*

BASE	588
Cleaning (net)	93%
Kitchen/meals (net)	46
Outdoor work (net)	41
Taking out the garbage	27
Helping with laundry, doing the wash	11

Observation While a majority of the parents in this generation endorse the desirability of having children, it is significant that sizable minorities disagree. It must be noted that women are more reluctant than men to agree to the indispensability of having children as a key ingredient for a successful home. Nonetheless, the men and women in the baby boom generation reject the notion that an either-or choice must be made between a career and having children. Clearly, the fact that both spouses are now working, plus the bleak assessment of the outside world have combined to produce a portrait of a generation that seems determined not to produce another baby boom.

6

"Gaining time is what's precious, not saving time."

THE FAST PACE OF LIFE

Findings The baby boom generation counts time as one of the critical elements of its existence. Time is at a premium in the lives of these men and women. By 45-26%, a plurality report they have less time now than a few years ago to accomplish the things they would like to do. A comparable plurality (42-27%) report having too little time to do the things they want to do. When asked to choose whether the time bind is more severe in connection with job or housework, or leisure activities, the result is a standoff. Women, however, complain most about job and household time troubles; men about leisure-time lacks.

Yet despite this obvious crunch on their time, a substantial majority (69%) do not view their pace of life as being too fast, 38% saying their life is moderately paced and they like it.

Questioned about what they would do if they could find ten extra hours a week, the pattern is a familiar one. 53% would spend that time with family and friends. 39% would devote it to cultural activities. 24% to personal activities. 19% to home-related activities. 15% to sports. 11% to traveling. Highest on the list of things they would like to spend less time on are working (41%), commuting to and from work (22%), housekeeping (26%).

Table 6-1 Activities where there is insufficient time

Question *Where do you have the most problems in finding sufficient time—is it in connection with your job or housework, or in your leisure activities?*

		Sex		Income			Marital status	
	Total	Male	Female	$20,001–$35,000	$35,001–$50,000	$50,001 and over	Single	Married
BASE	1216	599	617	913	208	76	186	839
Job/housework	41%	39%	44%	41%	45%	36%	38%	42%
Leisure activities	38	42	34	38	34	46	35	38
Both (vol.)	10	9	11	10	10	9	10	11
No problem/ doesn't apply (vol.)	10	10	11	10	11	9	17	9

Table 6-2 Pace of life

Question *Now I want to ask some questions about time and the pace of your life. Which one of the phrases on this card best describes the way you feel about the pace of your life?*

		Income				Married	
	Total	$20,001–$35,000	$35,001–$50,000	$50,001 and over	Single	With children	No children
BASE	1218	913	210	76	186	798	169
My life is fast-paced, and I like it this way	20%	17%	26%	34%	20%	19%	22%
The pace of my life is too fast; I would prefer to slow down somewhat	31	30	32	30	24	33	26
My life is moderately paced and I prefer it this way	38	40	33	28	34	38	44
My life is moderately paced and I would prefer to speed things up somewhat	5	5	5	4	10	5	4

Table 6-3 Activities for which more or less time is most preferred

Question *Here are some ways that people spend their time. If you had ten extra hours each week, which one or two activities on this list would you most prefer to spend more time at?*

Question *And which one or two activities would you prefer to spend less time at than you spend now?*

	Spend more time on	Spend less time on	Net
BASE	1217	1212	
FRIENDS AND FAMILY	53%	2%	+51
Spending free time with your family	37	*	+37
Entertaining friends	18	1	+17
Visiting Friends	6	*	+6
CULTURE	39	6	+33
Engaging in hobbies, arts, and crafts	15	1	+14
Going to the theatre, concerts, or other live performances	11	1	+10
Reading books	13	1	+12
Going to museums, galleries, or other cultural exhibits	3	2	+1
Going to a movie	1	1	—
Listening to music at home	2	*	+2
PERSONAL ACTIVITIES	24	34	−10
Having some time alone to relax	17	1	+16
Sleeping	2	11	−9
Watching television	1	19	−18
Participating in groups for self-improvement	3	2	+1
Receiving psychological help and counseling	*	3	−3
Reading magazines and newspapers	3	1	+2
HOME-RELATED ACTIVITIES	19	39	−20
Making home improvements and/or redecorating	12	5	+7
Gardening	4	5	−1
Cooking	3	9	−6
Housekeeping	1	26	−25
SPORTS	15	3	+12
Participating personally in sports or athletics	12	1	+11
Going to sports events	3	2	+1
WORK-RELATED ACTIVITIES	12	41	−29
Taking educational courses	11	1	+10
Working	1	24	−23
Commuting to and from work	—	22	−22
TRAVELING	11	2	+9
BEING INVOLVED IN COMMUNITY ORGANIZATIONS	4	3	+1
SHOPPING	3	14	−11
GOING TO RESTAURANTS OR BARS	2	6	−4

*Less than 0.5%.

Observation Time is an especially precious commodity for this generation. With the high level of employment among women and the consequent sharing of responsibilities at home, the pressures to find time to get the essentials of life done obviously are considerable. But, by firm choice, these men and women are adamant about finding adequate time for those interpersonal experiences that make up such an important part of their life values. So, out of both necessity and choice, time is a high priority for these young people.

7

"This generation is more investment oriented than any other to come along in the nation's history."

MONEY & MATERIALISM

Findings

The baby boom generation is turning out to be very sophisticated when it comes to money management. These men and women are coping with inflation. Only 20% say it is having a severe impact, while 41% say it is "serious." But they do have grave doubts about the effects of long-term inflation on their futures. With less money, or buying power, the first things they think of cutting back on are luxuries (67%) such as entertainment, eating out, clothes, travel, cultural, recreational and leisure activities. Whereas, asked what they would do with $100 more a week, only 26% would spend it on luxuries. 48% of these men and women would opt for saving it.

Investing for the future looms high with the baby boomers. For example, 75% view their current home as a prime investment. 36% own stocks. 31% savings certificates. 27% art and antiques. 21% own shares in money funds. 20% have assembled stamp and coin collections. 20% have bought Treasury or municipal bonds. 16% gold or other precious metals.

The fact is that members of this generation grew up in an era of greater affluence and they have high expectations about what they want for the present and the future. Their attitude about material things is that they matter less as possessions than as a means of achieving the kind of life they want. Indeed, an incredible 92% agree that "people place too much emphasis on material possessions these days, and not enough on other things that make life worthwhile." Yes, they'd miss a dishwasher, a separate freezer, a microwave oven, a TV, a toaster oven, a home security system, but they'd miss them as givens. To them, these are necessities without which the home cannot be run smoothly, or provide the relaxed atmosphere so vital in their time-pressed lives.

Table 7-1 Impact of inflation ◀

Question *Let me ask about inflation for a minute. Would you say that inflation has had a severe impact on your lifestyle, a serious but not severe impact, only some impact, or has inflation not really affected you?*

		Income			Living unit	
	Total	$20,001–$35,000	$35,001–$50,000	$50,001 and over	Own	Rent
BASE	1215	910	210	76	970	210
Severe	20%	22%	13%	9%	17%	31%
Serious but not severe	41	42	40	26	41	39
Only some impact	31	29	37	46	33	23
Not really affected	8	7	10	18	9	8

Table 7-2 Expenditures to cut back on with 10% less money weekly ◀

Question *Now suppose the money you received each week was reduced by 10% from what it is now—what expenditures would you cut back on?*

BASE	1216
LUXURIES	67%
Entertainment	25
Eating out	24
Buying clothes	16
Traveling/vacation time	8
Movies, shows	7
Recreation, recreational and leisure activities	7
EXPENSES	18
Luxury items, leisure items, nonessentials	7
CUT DOWN ON FOOD/FOOD BUDGET	13
CAR	11
SAVING	8
HOME IMPROVEMENTS	6

Table 7-3 What to do with an extra $100 weekly

Question *Now suppose for a minute that you got $100 a week more than you get right now. Realistically thinking, what would you do with an additional $100 a week?*

BASE	1218
SAVE	48%
Save it, put it in savings account	44
Save for education/school	4
Save for retirement	1
LUXURIES	26
Travel more, spend on a vacation	11
Spend it on leisure/entertainment/recreation	11
Buy more clothes	7
Improve lifestyle, get more luxuries	1
NECESSITIES	24
Pay bills/debts	19
Buy the things we need/my children need	4
Buy more groceries, eat better	3
HOME IMPROVEMENTS	22
Home improvement/decoration/remodeling	15
Buy furniture/house appliances	7
INVEST	13
Invest it	9
Buy real estate/land	3
Buy stocks and bonds	2
Buy gold/silver/precious metals	1
Buy antiques	*
Buy/save for a new house	4
Buy/save for a new car	4
Spend it, shop more	3
Give to charity, donate to the church	1
All other mentions	8

*Less than 0.5%

Table 7-4 Areas of investment

Question *Do you currently have money invested in (read each item)?*

		Income			Marital status	
	Total	$20,001–$35,000	$35,001–$50,000	$50,001 and over	Single	Married
BASE	1212	908	209	76	186	836
Real estate (e.g., house, apartment, land)	71%	69%	76%	82%	32%	80%
Stocks	36	30	48	68	27	37
Savings certificates	31	28	37	46	19	35
Art, antiques	27	25	35	37	28	27
A money fund	21	19	25	30	19	21
Stamps or coins	20	19	25	19	21	20
Treasury or municipal bonds	20	19	19	30	12	21
Gold or other precious metals	16	14	23	17	14	16

Table 7-5 Specific services and appliances "would miss badly"

Question *I am going to read you a list of new and improved services and products. For each, tell me whether you would miss it badly if you didn't have it or couldn't get it.*

BASE	1216
Dishwasher	43%
A separate food freezer	34
Fast food restaurant	18
Microwave oven	18
Cable television	17
Toaster oven	14
Automatic ice maker	14
Cash and deposit machine at bank	10
Home security system	10
Electric popcorn machine	8
Water purifier	5
Food processor	5
Phone answering service	4
Home computer	3
Boiling water attachment for faucet	2
Yogurt maker	1

Table 7-6 "Strongly negative effects" of high inflation on long term goals

Question *Suppose again that inflation continues to rise at a rate of above 10% for the next five years. For each item I read, please tell me if long term inflation is likely to have a strongly negative effect on your plans.*

BASE	1215
Saving for the future	57%
Having an economically secure retirement	47
Making investments	46
Buying a weekend or vacation home	46
Buying a new car	45
Spending on major home improvements	43
Taking vacations or pleasure trips	43
Being able to retire when you want	41
Buying a new home	40
Living in the kind of home you want	37
Spending on food and clothing	34
Eating out in restaurants	32
Buying a camper, van, or trailer	32
Adding onto your home	30
Being able to fix up and furnish your home the way you would like to	29
Being able to raise children with the advantages you had when you were growing up	25
Spending on major products such as a television set or washing machine	26
Having children	14

Observation Increasing net worth and building up personal capital are vital objectives to the members of this baby boom generation. Obviously these men and women not only have highly affluent personal goals, but begin the peak years of their life with an affluent base that they take for granted. In other words, they do not live a lifestyle of voluntary simplicity. What really matters to them is not nearly so much the threat of being wiped out economically as the categorical imperative of enjoying the interpersonal and social benefits on a human level that they feel go well beyond any material achievement. Ironically, these interpersonal fulfillments are only possible when they feel they can achieve a modicum of an affluent life.

8

"They are deeply concerned about the tenuous energy situation."

THE OUTLOOK ON ENERGY & TRAVEL

Findings

The baby boom generation is deeply aware of the nation's energy problem. 64% acknowledge that it is "very serious." A much higher number than the 49% of the public as a whole who feel this way. And the higher the income (72% of those with incomes of $50,000 and over) and the better the education (70% of four year college graduates and 74% of post graduates) the more concerned they are.

In addition, they are highly positive about doing something about it. An almost unanimous 98% are positive about turning off lights, closing doors, lowering heating in certain rooms. 88% say they have been actively doing these things. Others are conserving energy by improving insulation in their homes (38%). Buying energy-efficient products (39%). And an even greater number than those who have already acted believe energy-saving steps should be taken. This includes the 88% who are positive about cutting back on car driving, although only 64% have done just that. A high 86% are also well aware of the need to drive no faster than 55 miles per hour, and 71% have done so.

These men and women by 89-10% also anticipate the energy crunch will curtail their travel and mobility. 40% say they are taking fewer weekend trips, while only 15% say they are taking more. However, in the future, 27% hope to take more such trips, while only 18% believe they will be taking fewer. On vacation trips this year compared with last, a majority (52%) report they are traveling just as frequently, while 20% report taking more trips, and 28% less.

Table 8-1 Severity of the energy problem

Question *I'd like to ask you some questions about energy. How serious do you think the basic energy problem is in this country today—very serious, only somewhat serious, or not very serious at all?*

		Education			Income		
	Total	Some college	Four-year college	Post-graduate	$20,001–$35,000	$35,001–$50,000	$50,001 and over
BASE	1206	631	311	262	903	210	75
Very serious	64%	56%	70%	74%	61%	71%	72%
Only somewhat serious	31	36	26	24	33	24	24
Not very serious at all	5	7	4	2	6	4	4

Table 8-2 Favorability toward energy conservation measures

Question *I'm going to read some ways that have been suggested to conserve energy. For each item, please tell me if you think it is a good idea.*

BASE	1216
Turning off lights, closing doors, lowering heating in certain rooms	98%
Improving the insulation in your home	96
Buying energy-efficient products	95
Improving the efficiency of your hot water heater	91
Cutting back on driving in general	88
Driving no faster than 55 miles per hour	86
Having an energy efficiency analysis done on your home	72
Keeping thermostat set at 65 degrees in the winter	71
Installing a solar hot water system	60
Adding a greenhouse for added solar benefits	41

Table 8-3 Energy conservation measures taken in the last year

Question *Which of the measures on this list have you actually taken to conserve energy over the past year?*

BASE	1195
Turning off lights, closing doors, lowering heating in certain rooms	88%
Driving no faster than 55 miles per hour	71
Cutting back on driving in general	64
Keeping thermostat set at 65 degrees in the winter	48
Buying energy-efficient products	39
Improving the insulation in your home	38
Improving the efficiency of your hot water heater	18
Having an energy efficiency analysis done on your home	9
Adding a greenhouse for added solar benefits	2
Installing a solar hot water system	1

Table 8-4 Weekend travel frequency

Question *I'd like to ask you about weekend trips now. Would you say you are traveling outside the area where you live on weekends more, less, or about the same nowadays as you did two years ago?*

		Marital status		
	Total	Single	Married	Separated/ Divorced
BASE	1215	186	837	64
More	15%	25%	12%	27%
Less	40	31	40	34
About the same	44	41	47	36
Don't travel (vol.)	1	3	1	2
Not sure	*	1	*	2

*Less than 0.5%.

Table 8-5 Future weekend travel expectancy

Question *Looking ahead, do you think you will do more traveling on weekends in future years, less traveling, or about the same amount of traveling as you do now?*

		Marital status		
	Total	Single	Married	Separated/ Divorced
BASE	1214	186	837	64
More	27%	43%	24%	28%
Less	18	13	19	11
About the same	53	42	55	59
Not sure	1	2	1	2

Observation Fundamentally, members of this generation are highly receptive and articulate about energy consumption. They say they are wide open and positive about nearly all of the areas explored. There remain, however, many gaps between their intention and their realization. Nonetheless, they are doing more of the things suggested than most of their elders, albeit they have a long way to go.

9

"A majority of these young people would prefer to spend time and money to make their home attractive and pleasing, rather than having simply a comfortable home."

THE ESTHETICS & FUNCTION OF HOME

Findings

The baby boom generation by 62-35% is deeply concerned with the esthetics of home. Furthermore, the men and women in this age group want to involve themselves personally in making major home improvements (32%) and decorating or furnishing (31%).

Their personal involvement is most evident in the fact that 84% served as their own interior decorators. And only 33% worked with an interior design plan. The higher the income and the more their education, the more likely they are to have gone outside for professional decorating assistance. However, no more than 16% of those who have used an interior design plan have gone outside for decorating help. The $50,000 and over bracket is the exception, with 46% using professional assistance.

The decorating tastes of these men and women are highly diversified. 36% describe their homes as "very casual," 23%, as "traditional," 21%, as "cluttered but comfortable and homey," 20%, "full of different types of furniture," 11%, "modern."

And while 83% say they have enough living space within their home, a rather high 40% say they have too little storage space. However, by 76-23% they say the main reason for lack of storage space is lack of space rather than their existing space being too cluttered.

In point of fact, they believe they have a selective approach to acquisitions. They demand that things be functional, that they have a purpose to them, that they enhance the quality of their existence. Substantiating this is their conviction (70%) that they have the right amount of appliances or "gadgets" in their homes. Only 11% feel they have too few.

Table 9-1 Use of outside help in decorating the home
Base: Yes, used interior design plan

Question *Did you use outside help in decorating your home, or did you do it yourself?*

		Education			Income		
	Total	Some college	Four-year college	Post-graduate	$20,001–$35,000	$35,001–$50,000	$50,001 and over
BASE	400	186	106	108	285	79	28
Outside help	16%	10%	19%	25%	13%	14%	46%
Did it without outside help	84	90	81	75	87	86	54

Table 9-2 Use of an interior design plan for the home

Question *Have you made a conscious effort to use an interior design plan for your home, or have you not followed any preplanned scheme in putting together your home?*

		Education			Living arrangement					Living unit			
						Single		Married		Home		Apartment	
	Total	Some college	Four-year college	Post-graduate	Alone	With mate	Without mate	With children	No children	Own	Rent	Own	Rent
BASE	1213	635	313	263	48	53	140	797	167	950	99	21	107
Yes, used interior design plan	33%	29%	34%	41%	31%	34%	24%	35%	34%	36%	21%	29%	19%
No, did not follow any plan	66	69	64	59	69	66	70	65	65	63	77	71	81
Not sure	1	2	2	*	—	—	6	1	1	1	2	—	—

*Less than 0.5%.

Table 9-3 Description of home interior

Question *Which of the phrases on this card would you say are most representative of the way your home looks?*

		Sex		Age			Income			Marital status	
	Total	Male	Female	25–29 years	30–34 years	35–40 years	$20,001–$35,000	$35,001–$50,000	$50,001 and over	Single	Married
BASE	1216	599	617	381	433	399	911	210	76	186	838
Very casual	36%	40%	31%	38%	37%	32%	38%	31%	26%	38%	35%
Traditional	23	24	22	18	23	28	21	29	32	16	26
Cluttered but comfortable and homey	21	17	25	19	20	24	21	19	22	22	21
Full of different types of furniture	20	20	20	19	23	17	19	22	18	19	20
Modern	11	12	10	9	11	11	10	13	12	13	10
A different design for each room	9	10	9	10	9	9	9	11	8	7	10
Mostly one type of furniture	8	7	9	6	9	8	8	6	9	3	8
Sparsely furnished, cool, clean feeling	7	8	7	9	8	5	7	6	9	13	6
Decorated	7	8	7	4	8	9	6	12	14	3	8

Table 9-4 Reason for lack of space
Base: Too little storage space

Question *Is your storage space problem due more to the lack of closet and other storage space or due more to your present storage space being too cluttered up with things?*

BASE	475
Lack of space	76%
Existing space too cluttered	23

Table 9-5 Home priorities

Question *People have different priorities for the way they spend their time and money. I'm going to read you some pairs of statements, and for each pair, I'd like you to tell me which statement comes closer to describing where you are likely to place your priorities in the years ahead.*

		Education			Marital status	
	Total	Some college	Four-year college	Post-graduate	Single	Married
BASE	1217	638	313	264	186	839
Spending time and money to make your home attractive and pleasing or	62%	66%	60%	56%	52%	64%
Having a comfortable home, but spending less time and money on how it looks	35	32	36	39	45	33
Living closer to work to cut down on commuting time, or	43	40	42	50	38	43
Living where you can have the kind of house or apartment you want, even if it means long commuting time	52	54	51	47	57	51

Observation In their taste and desire for decoration, it is patently apparent that this group is highly adaptable and not firmly structured. In turn, of course, this means they are constantly looking, shopping, and making comparisons to decide just what the decor and design of where they live ought to be. In short, they are wide open to suggestion, but will want to make up their own minds.

10

"Their top priority is the human condition, both for themselves and for those they care about."

PRIORITIES & SATISFACTIONS

Findings

The baby boom generation obviously considers good and close friends, a good family life and having a strong relationship with someone among its top priorities. The two others that rank among the top five are having enough economic security to live comfortably (39%) and having and raising children (34%). Far and away dominating the life of these young people are their interpersonal experiences. And they are very much satisfied in their efforts to attain this.

As they are in their efforts to achieve the kind of home they want. To this end, they are willing to commute longer distances. To involve themselves personally in making improvements and in decorating. 77% would prefer to shop personally in stores where they can see the items to be bought. 79% want to handle more of the chores around the house themselves rather than buying services. 74% prefer to prepare meals at home. 85% would prefer to cook meals themselves, using healthful ingredients they select.

In addition to spending their leisure time on home improvements and decorating, their interests are broad. 39% rate physical fitness activities as important. 28%, cooking. 27%, plants and gardening. 27%, health information. 22%, entertaining advice. Handcrafts and shop crafts, beauty and exercise programs, advice on purchases of home entertainment products and major and small appliances are important to these men and women.

But above all, time spent with family and friends comes first with the baby boom generation. 61% say this is more important even if it means slower career advancement and a smaller income.

Table 10-1 Priorities in the years ahead

Question *People have different priorities for the way they spend their time and money. I'm going to read you some pairs of statements, and for each pair I'd like you to tell me which statement comes closer to describing where you are likely to place your priorities in the years ahead.*

BASE	1217
Buying certain services, such as home improvements or maintenance, from others or	19%
Doing as much as you can yourself	79
Neither (vol.)	1
Not sure	1
Shopping for certain items through catalogues, on the phone, or by mail order, or in the years ahead, by home computer or	20
Shopping by personally visiting stores and showrooms, where you can see these items yourself	77
Neither (vol.)	2
Not sure	2
Preparing meals at home or	74
Eating out whenever possible	22
Neither (vol.)	2
Not sure	2
Cooking prepared convenience foods or	12
Cooking meals yourself, using healthful ingredients that you select	85
Neither (vol.)	2
Not sure	1

Table 10-2 Leisure activities very interested in

Question *I'm going to read some things that interest different people. Please tell me which particular subject you are very interested in.*

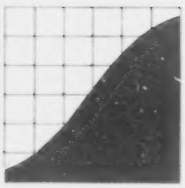
		Sex	
	Total	Male	Female
BASE	1218	601	617
Saving money on daily expenses	46%	42%	50%
Physical fitness	39	42	36
Making major home improvements in your home	32	35	30
Decorating or furnishing your home	31	20	42
Cooking	28	18	38
Buying or building a house or apartment	28	28	27
Plants and gardening	27	22	31
Health advice	27	25	29
Entertaining	22	19	25
Woodworking, refinishing furniture, or other shop crafts	18	22	15
Deciding on home entertainment purchases such as TV's or stereos	16	21	10
Sewing or needle crafts	15	2	28
Deciding on major and smaller appliance purchases	14	16	11
Beauty and exercise programs	14	11	18
Advice on sexuality	9	9	8

Table 10-3 The family and working

Question *People have different priorities for the way they spend their time and money. I'm going to read you some pairs of statements, and for each pair I'd like you to tell me which statement comes closer to describing where you are likely to place your priorities in the years ahead.*

								Living arrangement			
		Sex		Employment				Single		Married	
	Total	Male	Female	Full time	Part time	Unemployed	Alone	With mate	With nonmate	With children	No children
BASE	1217	600	617	848	165	199	48	53	142	798	169
Working a bit longer each week, if it means more money and faster career advancement or	34%	43%	25%	39%	20%	23%	35%	49%	44%	29%	43%
Spending more time with your family or friends, even if it means slower advancement and a smaller income	61	54	69	56	76	70	65	49	51	66	54
Neither (vol.)	3	2	4	3	3	4	—	2	3	3	2
Not sure	1	2	1	2	—	3	—	—	1	2	1

Observation This generation, right or wrong, thinks it has discovered what life is all about. And to these men and women the human equation is primary. Their interaction with others, their ability to form meaningful relations with friends and family, mates and children is what they value most. Along with enough time to nurture those relationships in the type of environment they believe they are best able to provide in their own homes.



THE IMPLICATIONS Louis O. Gropp

In January of 1981, I became the new editor-in-chief of House & Garden, the same month Louis Harris was reporting the results of the House & Garden commissioned study on "How the Baby Boom Generation is Living Now." The men and women of that generation are now 25 to 40 years old—the period in life when families are formed, homes built, living styles established.

The study documents that this group, like many before them, is reaching for a better quality of life. But if quality is their personal goal, equality is the interpersonal context in which it has to be achieved. The majority of the men and women interviewed want to balance careers and families and expect to share both pleasures and responsibilities on a more equal basis.

Perhaps the most interesting thing about the study is that it makes it necessary to rethink the too glib generalizations about this group as the "me generation." Instead we find a group redefining traditional home and family values and even materialism itself. Already a high proportion of these men and women are sharing incomes, decorating, cooking, gardening and shopping decisions, as they build a new lifestyle that is right for their time.

Lou Harris has tracked a generation which has always felt unique, and in many ways it is. One of the important ways is that these men and women do have more options; another is their belief that those options are a critical condition for life. Fully prepared to take advantage of the explosion in communications, we sense in this generation a strong desire for more information on which to make their choices. They are open to experiencing today's new ways of living, but Lou Harris also found that while lifestyle variants make the news, they do not dominate the statistics.

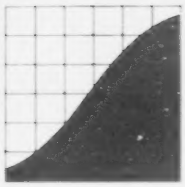
This generation's quest for a quality life is the challenge House & Garden finds for itself as it moves to meet the baby boom generation. We'll try not to forget that "Saying it the way it really is" was/is the byword of this generation. To forge a new and better life is not easy—especially one of quality and equality—but art and architecture, music and literature, information and criticism continue to be the best tools we have for building a better world.

At House & Garden we've asked our editors and editorial assistants, artists, photographers and designers to bend every effort to find and report on the best of what they see. To present those findings, we are redesigning House & Garden with an even stronger bias toward quality: quality reportage, quality layouts and format, and a major investment in quality paper and reproduction for our covers and the pages inside.

Always interested in architecture and decoration, future issues will reveal our interests have grown. We are adding contributors who will consult with us and write for us in the areas of art and antiques, literature and music, environment and economics, as well as continued coverage of travel, entertaining, food, health, and the other components of the good life.

As the best of art and architecture, decoration and design, and the infinite variations on the theme of living a life of quality and equality fill our pages they will give new form and new meaning to a magazine that has always been a faithful recorder of the choices each generation has to make for itself.

Louis Oliver Gropp, Editor-in-Chief,
House & Garden



THE METHODOLOGY

House & Garden commissioned Louis Harris and Associates to survey a national cross section of the more affluent, upwardly mobile segment of the baby boom generation—college educated men and women age 25 to 40, with household incomes of $20,000 and over.

In-person interviews with 1,218 men and women* were conducted in a time of economic and political ferment—August 14 through September 8, 1980. The sample was derived from samples used by Louis Harris and Associates in other national surveys over the past twelve months. Sample points (groups of blocks or neighborhoods) that had produced large numbers of respondents meeting the eligibility requirements for this survey in previous studies were identified. Interviewers then returned to these areas with instructions to start at a randomly selected dwelling and then to proceed in a clockwise direction through the sample point until specified quotas of interviews were completed. One hundred twenty-six sample points were used in this survey, with quotas for each set as follows: 5 interviews with eligible males, 3 interviews with eligible employed females and 2 interviews with other eligible females (employed or unemployed). Residences in which no one was home at the time of interview were omitted from the survey.

The raw material from which these survey findings are drawn, then, is made up of 31% in the 25-29 age bracket, 36% between 30 and 34, and 33% between 35 and 40. A majority of 51% are women, and 49% are men. While 52% have had some but not four years of college, 26% are college graduates, and an additional 22% hold postgraduate degrees. A substantial 66% are married and have children, another 14% are married but without children, 12% are single but are living with someone other than a mate, 4% are single but live with a mate, and 4% are single and live alone.

After the questionnaires from this study were validated, they were edited and coded for computer processing. Fifteen percent of the responses were used to build codes for open-ended questions.

Data from the questionnaires were then keypunched onto cards and subsequently transferred to magnetic tape. The data were tabulated on an IBM 370/168 computer using a special software program designed for survey research.

*This sample can be projected to represent 5 million households

Table M-1 Household composition

Question *Now please call off the letter on this card that best describes this household.*

BASE	1215
Married, living with spouse and children in this household	63%
Married, living with spouse, but no children in this household	13
Single adult living with relatives or children	8
Single adult living alone	4
Single adult living with roommates or friends	4
Single adult living with someone as a couple	3
Married, living with spouse, children, and relatives	2
Single adult living with someone as a couple with children	1
Married, living with spouse and relatives	1
Married, living alone	*
Other (vol.)	*
Not sure	—

*Less than 0.5%

Table M-2 1979 Household income

Question *Which of the income categories on this card best describes your total 1979 household income? Just call off the letter.*

BASE	1218
$20,001–$25,000	39%
$25,001–$35,000	36
$35,001–$50,000	17
$50,001 or over	6
Not sure/no answer/refused	2

Table M-3 Type of work of main wage earner

Question *What type of work does the main wage earner of this household do?*

BASE	1210
Professional	33%
Manager, official	17
Proprietor	4
Clerical worker	5
Sales worker	9
Skilled craftsman, foreman	15
Operative, unskilled laborer	9
Service worker	6
Farmer, farm manager, farm laborer	*
Student	*
Military service	1
Unemployed	*
Retired	1
Disabled	*

*Less than 0.5%